

billboard and the second event is a presentation of directions to an address associated with the image of the billboard.

15. A tangible computer readable medium including instructions which, when executed, cause a machine to:

- obtain, via a camera, an image of a billboard;
- identify, via a processor, a segment of the image;
- determine an event associated with the segment;
- generate a billboard interface to include a hyperlink of the segment that initiates the event; and
- communicate the billboard interface to a vehicle display for presentation to a user.

16. The tangible computer readable medium of claim **15**, wherein, to identify the segment of the image, the instructions further cause the machine to utilize an image recognition system that identifies the segment via a deep neural network.

17. The tangible computer readable medium of claim **15**, wherein the event is a phone call to a phone number associated with the image of the billboard.

18. The tangible computer readable medium of claim **15**, wherein the instructions further cause the machine to communicate with a database that includes segment entries and corresponding event entries.

19. The tangible computer readable medium of claim **18**, wherein, to determine the event associated with the segment, the instructions further cause the machine to match the segment to one of the segment entries of the database and identifying the corresponding one of the event entries.

20. The tangible computer readable medium of claim **18**, wherein the instructions further cause the machine to communicate to a billboard processor to facilitate the billboard to display a personalized advertisement for a user.

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